

Question Time

Since the emphasis on the importance of marketing, we have been bombarded with instructions for what we can and can't do, right down to the approved colors and font. There are a number of entities on campus that have a rich history and their own internal iconography—when you saw their posters on campus, for example, you always knew who was promoting an event, before you even saw the specific content of the poster. Now everyone's posters are going to look the same—same colors, same font. Could someone please explain the logic of this for internal campus use? It's fine to have a "united front" for external audiences, but why don't we want to have differentiation between different departments and organizations on campus?

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